



WEWS

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316134 /**

Original Date / Revision
10/27/12 10/29/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

OFA :60s 10.30-11.6

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2265**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share 100% Market Value 140000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	51	\$119,000.00	\$140,000.00	0.00
Totals	51	\$119,000.00	\$140,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	51	\$119,000.00	\$140,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	1:00	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/30/12		10/30/12	11/05/12	MTWTF--	1		\$3,200.00		0.00						
Week: 11/06/12		11/06/12	11/12/12	-----	0		\$0.00		0.00						
N 2	WEWS	10/30/12	11/06/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00



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Print Date: 10/29/12

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Hiatus Dates

Original Date / Revision 10/27/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA :60s 10.30-11.6**

Estimate # **2265**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/06/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$5,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 3	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	1:00	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
Week:		10/30/12	11/05/12	MTWTF--					2	\$2,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 4	WEWS	10/30/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	1:00	4	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
Week:		10/30/12	11/05/12	MTWTF--					5	\$2,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 5	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	1:00	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
Week:		10/30/12	11/05/12	MTWTF--					5	\$2,400.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 6	WEWS	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Week:		10/30/12	11/05/12	MTWTF--					1	\$3,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 7	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	1:00	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
Week:		10/30/12	11/05/12	MTWTF-S					2	\$6,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/30/12	11/06/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	1:00	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
Week:		10/30/12	11/05/12	-----S-					1	\$11,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 9	WEWS	10/30/12	11/06/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	1:00	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
Week:		10/30/12	11/05/12	-----S-					2	\$1,100.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 10	WEWS	10/30/12	11/06/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	1:00	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
Week:		10/30/12	11/05/12	----F--					1	\$10,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 11	WEWS	10/30/12	11/06/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----S	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
Week:		10/30/12	11/05/12	-----S					1	\$12,000.00		0.00			
Week:		11/06/12	11/12/12	-----					0	\$0.00		0.00			
N 12	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	1:00	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	1:00	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$1,300.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 13	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	4	\$1,900.00	P-1	0.00	NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$1,900.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 14	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	1	\$1,900.00	P-1	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$1,900.00		0.00			
	Week:	11/06/12	11/12/12	-T-----		1				\$1,900.00		0.00			
N 15	WEWS	10/30/12	11/06/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	1:00	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$16,000.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 16	WEWS	10/30/12	11/06/12	1230-1P Right this Minute 1230-1p Right this Minute	CM	1230-1p	MTWTF--	1:00	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$2,000.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 17	WEWS	10/30/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	1:00	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$500.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 18	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	1:00	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$1,400.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 19	WEWS	10/30/12	11/06/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	MTWTF--	1:00	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$150.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
N 20	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	1:00	3	\$1,700.00	P-1	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$1,700.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
Totals														51	\$140,000.00